



SOUTH CENTRAL COLLEGE

Student Engagement Committee

2012-2015 Plan

SCC STUDENT ENGAGEMENT PLAN Year: 2012-2015

Mission

The Student Engagement Committee will support students at South Central College by creating a student focused environment that enables faculty and staff to provide opportunities for successful completion of academic and professional career option goals.

Purpose

- Educate the college community on student engagement best practices
- Create and offer initiatives that support student engagement and success
- Provide resources and support for academic success to students, faculty and staff

Planning Process

The 2012-2015 Student Engagement Retention Plan was developed by an internal student engagement committee. The committee reviewed data specific to SCC as well as regional, state and national trend data to better understand the realities of the college. The committee also reviewed best practices literature in an effort to learn about existing practices that are based in educational theory or have been proven effective through practice.

12-13 Committee Members: Christina Hinz (Pre-Nursing Advisor), Susan Mucha (Academic Support Center), Linda Beer (Dean of Student Affairs), WC Sanders (Dean of Health and Business), Marilyn Weber (Academic Support Center Supervisor), Lisa Schickling (Counselor), Heidi Beske (Student Life), David Miller (Director of Admissions), Ben Braswell (Faculty), Amanda Behm (Admissions), Candy Laven (Financial Aid), Donna Marzolf (Registrar), Jeannie Ender (Academic Advisor), Kayla Sandersfeld (Retention Coordinator), Ryan Langemeier (Faculty), Pam Becker (Faculty), Cassandra Labairon (Faculty), Mitzi Kennedy (TriO Director), Olivia Frey (Faculty), Ramiro Alvarez (Access & Opportunity Advisor), Tracy Stokes-Hernandez (TriO Advisor), Beth Danberry (RP&G), Michael Haskins (Faculty), Pat McAuley (Student Services Coordinator/Financial Aid Outreach), Xavion Turey (Math & Chemistry Tutor), Brian Fors (Dean of Liberal Arts & Professional Careers)

Reporting Structure

The committee will communicate to faculty, staff and administration at the Student and/or Faculty meetings and AASC committee meetings.

- ❖ Advise on the implementation of action steps through the continued review of research and best practices literature
- ❖ Assist in tracking completed action steps

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- ❖ Assess plan effectiveness through a variety of Key Performance Indicators (KPI) and other process and impact outcome measures (see following section for description of measures)
- ❖ Revise plan if needed based on new research or best practices literature and KPI/outcome measure results

The 2012-2015 SCC Strategic Plan

The objectives and action steps detailed in this plan address several strategies within SCC's Strategic Plan and will likely impact several of our Key Performance Indicators.

Plan addresses the following Strategic Plan strategies:

1. Implement Student Retention Plan
2. Implement College Transition Initiatives
3. Support Professional Development for Faculty and Staff to Better Serve the Needs of our Students

Plan impact the following Key Performance Indicators:

1. Retention & Success Rate
2. Retention & Success Rate
3. Professional Development and Trainings

Additional Process and Impact Outcomes

Implementation and effectiveness of the Student Engagement Plan will be measured via several process and impact outcomes. A *process outcome* refers to a measure of our implementation efforts, such as how many people attended training. An *impact outcome* provides guidance in determining if our efforts had their intended effect. The following process and impact measures are recommended to be tracked and reported on an annual basis:

Retention rate (overall and by program) measured in the following manner:

- a. Program persistence and completion rates - annual data available in the Program Portfolio document
- b. Retention and Success rates as defined by the MnSCU Accountability Dashboard
- c. Retention rates as defined by IPEDS

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OBJECTIVE 1: Conduct a systematic analysis of data (i.e. Program Portfolio, Community College Survey of Student Engagement (CCSSE), Student Satisfaction Inventory (SSI), and Priority Survey of Online Learners (PSOL). Review other research/resources for appropriate action steps.

By analyzing this data, we will be able to assist program faculty and advisors in identifying target areas and create initiatives to affect student persistence and completion. Examples may include college readiness, student satisfaction, or completion or drop-out rates.

Supporting Research or Resources:

- ⊖ Minnesota Student Engagement Institute “Strengthening Student Engagement and Success in Minnesota’s Two-Year Colleges. CCSSE data from SCC utilized to create an action plan. (brought to AASC 2010-11)
- ⊖ MnSCU 2011 Promising Practices for Student Success Faculty Forum at MCTC. Draft plan of promising practices included: intrusive advising, learning communities, and supplemental instruction.
- ⊖ Noel Levitz National Conference on Student Recruitment, Marketing, and Retention attendees: 2011: Linda Beer, Beth Danberry. 2012: Kayla Sandersfeld, Pam Becker.
- ⊖ Retention Retreat January 2012 results included future action plan should contain: Support training for faculty and staff on best practices, conduct analysis of data, create comprehensive advising strategy for the college, and focus on early career exploration and goal setting.
- ⊖ MnSCU Developmental Education Summit provided information about strategies for college readiness curriculum strategies and evaluation.

ACTION STEPS		Timeframe	Assigned to:	Resources/ Potential Cost	Outcome Measurement/Goal
1	Present “Ask Anyone” Forum on data listed above; conduct question/answer session	Forum scheduled for Jan 2013	Beth Danberry	Employee time; meeting space	Track # of attendees; utilize evaluation form; any initiatives developed?
2	Present an overview of data listed above to student groups; conduct question/answer session.	Need to schedule - spring 2013?	Linda Beer to coordinate, Beth Danberry to present	Employee time; meeting space	Track # of attendees; utilize evaluation form
3	Assist staff and program faculty to develop student engagement initiatives based on data results.				

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OBJECTIVE 2: Create Comprehensive Advising/Student Engagement Model for SCC

Supporting Research or Resources:

ACTION STEPS		Timeframe	Assigned to:	Resources/ Potential Cost	Outcome Measurement/Goal
1	Utilize Career Fields to develop advising groups.	2012 and ongoing	Linda Beer, Advising Staff	Employee Time, Trainings	Track # training
2	Create advising team made up of professional advisor and program faculty.	2012 and ongoing	Linda Beer, Advising Staff, Academic Affairs	Employee Time, Trainings	Document structure, # trainings and resources
3	Determine best practices and specific strategies to connect with students based on individual program needs and goals. (ie: create marketing/recruitment plan per program)	Ongoing	Linda Beer	Employee Time, Trainings	Marketing/ Recruitment Strategies and Plans Developed per program

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OBJECTIVE 3: Participate in comprehensive training college-wide of best practices.

Supporting Research or Resources: Information on Best Practices received at Noel Levitz conference; coordinate with Faculty Development Specialist

ACTION STEPS		Timeframe	Assigned to:	Resources/ Potential Cost	Outcome Measurement/Goal
1	<p>Create welcoming, informed environment at SCC through “ASK ANYONE” Campaign.</p> <ul style="list-style-type: none"> • Marketing strategies: t-shirts, photos, website, buttons, trainings, <i>Connections</i> articles. • Create ASK ANYONE Forums - discussion/information on best practices that faculty/staff are invited to attend. Faculty/staff input determines topics for forums. <ol style="list-style-type: none"> 1. Oct 26 - Collaborative Advising - Kayla & Rochelle 2. Nov 27 - Ask Anyone Employee - panel, led by Marilyn & Lisa 3. Jan 24 - <i>Data!</i> - Beth 	Plan approx. two forum opportunities every month	Committee	Employee time	Track # of attendees; conduct forum evaluation.
2	<p>Present selected student engagement topics at Spring Faculty workshop</p> <ol style="list-style-type: none"> 1. April 2012 workshop day entire theme student engagement (Nancy G and Linda B) 2. August 2012 workshop day = student engagement 	Jan 10, 11 2013	Ben& Pam; Kayla & Ramiro	Employee time	

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3	Attend program department/division meetings, gather Best Practices in Student Engagement currently being used by faculty, organize information received and report back those Best Practices campus-wide	Have begun collecting the feedback. Complete collection and report back before end of FY2013	Pam, Kayla, Jeannie, Beth	Employee time	
4	Regularly share with campus community Student Engagement efforts, Best Practices, learning opportunities: <ul style="list-style-type: none"> • Connections article • Faculty/Staff monthly meeting • 				
5	Educate/inform new & existing faculty of Early Alert system utilized at SCC.				

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OBJECTIVE 4: Research, identify and review best practices for Career Exploration and Goal Setting.

It is the goal of the committee to research and create retention initiatives, once those initiatives have become a routine part of the college, the Student Engagement Committee will continue to support those initiatives by making suggestions from continuing research. As time and students change, we need to evaluate our current retention & engagement methods and adjust to student needs.

Supporting Research or Resources:

ACTION STEPS		Complete by	Assigned to:	Resources/ Potential Cost	Outcome Measurement/Goal
1	Research other MnSCU 2-year college career planning tools, models and/or processes	2012-13	Lisa S	Work study time	
2	Develop a comprehensive Career Planning Model for SCC based on best practices	2013-15	Lisa S		

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3	Research and purchase career planning assessment tool to be utilized by SCC students		Lisa S		
4	Determine best way to purposefully present career planning and goal setting information/tool to students (perhaps a 1-credit class, or include it in the FYE courses, or utilize GPS LifePlan)				
4	Develop Program Showcases for technical programs.		Professional Academic advisor		
5	Develop and implement a marketing plan for Career Counseling and Testing				

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